

Pistons capitalizing on Van Gundy's wall comment

By Vince Ellis, Detroit Free Press 12:43 p.m. EST January 10, 2015



(Photo: Jerome Miron, USA TODAY Sports)

The players coming out of the tunnel to Pink Floyd's "The Wall."

Cheerleaders temporarily wearing T-shirts saying "The Wall vs. Everybody."

You can't say the Detroit Pistons don't recognize marketing gold.

The extra promotional efforts in tonight's game against the Atlanta Hawks were in response to Fox Sports Detroit cameras capturing Pistons coach Stan Van Gundy uttering to his players, "Just form a (bleeping) wall" during a time-out near the end of Tuesday night's [105-104 upset at San Antonio](#) ([/story/sports/nba/pistons/2015/01/06/detroit-pistons-san-antonio-spurs/21354431/](#)).

All the hubbub still has Van Gundy bewildered.

"It's a little weird. It was a time-out, it was at the end of the game with one-tenth to go, there was not a lot that could happen," Van Gundy said before the team faced the Hawks. "It was one of the more inconsequential time-outs of the year.

"It's strange to me. It really is because there are a lot of time-outs that you really have a lot you are trying to get accomplished and strategic things. That one is pretty easy and yet it's become a pretty big deal."

DINWIDDIE RETURNS: Rookie point guard Spencer Dinwiddie returned to the Pistons from his D-League assignment with the Grand Rapids Drive.

Dinwiddie will also return to the Drive for the upcoming D-League Showcase in Santa Cruz, Calif.

He averaged 14.2 points and 6.8 assists per game in five outings. He impressed with his ability to pass the ball and he shot 43.5% from three-point land.

Before the seven-game winning streak and the season appearing to be lost, the plan was to get Dinwiddie playing time in NBA games.

That plan has been put on hold with the team playing well and Brandon Jennings and D.J. Augustin excelling.

"You're always adjusting within a game and within a season," Van Gundy said. "This has been sort of a crazy first half of the season in terms of you lose 13 in a row and win seven in a row. It's sort of hard to wrap your head around, quite honestly."

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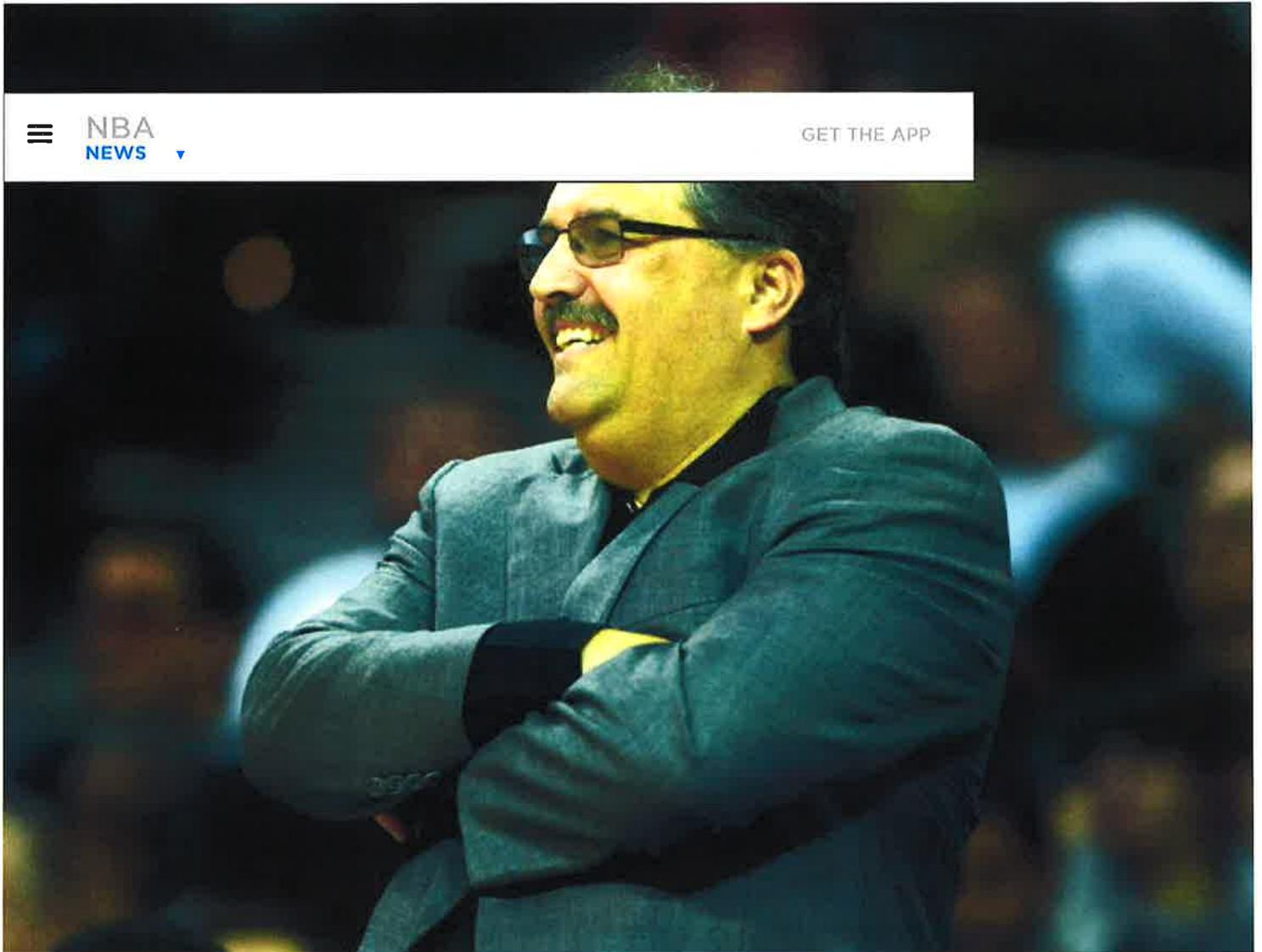
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Pistons really running with Van Gundy's 'form a f---ing wall'

by [Blake Murphy](#) Jan 10, 9:10 AM



Say a catchy phrase with a curse word in it, create a movement.

That's what has apparently happened to Stan Van Gundy, whose [Detroit Pistons](#) are using his strategy from the end of Tuesday night's game as a franchise m

"Form a fucking wall," Van Gundy was overheard saying during a la his charges simply stand in the way of the basket so the [San Anton](#)

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with 0.1 seconds remaining.

With that, a brand was born. The Pistons were hammering home Th team took on the [Atlanta Hawks](#), integrating the phrase into in-stac even entered to "The Wall" by Pink Floyd in warmups.

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While the game operations group is all-in on the new marketing gimmick, the head coach himself is less enthusiastic.

"It's a little weird," [Van Gundy said](#) of his wall strategy catching on. "It's strange to me. It really is."

With the Hawks playing Chris Jericho and breaking the walls down on Friday, the Pistons [ended their seven-game winning streak](#), and are likely to retire this bad-luck promotion.

JAN 6, 11:51 PM

VIDEO: Van Gundy tells Pistons to 'form a f---ing wall' to defend late inbounds

by [William Lou](#) Jan 6, 11:51 PM

[Detroit Pistons](#) head coach Stan Van Gundy is widely considered one of the league's best

coaches.

Van Gundy's coaching acumen has been on full display of late, as his Pistons are now winners of six straight after topping the [San Antonio Spurs](#) on [Brandon Jennings' buzzer-beater](#).

An opportunistic cameraman granted viewers a sneak peak into Van Gundy's huddle. The ever-quotable coach instructed his team to "form a f---ing wall" to defend the Spurs' final play.

[We just form a f'ing wall!! -Stan Van Gundy](#)

With just 0.1 seconds left on the clock, Van Gundy's instructions were absolutely correct. There was not enough time for anything but an extremely quick tip-in.

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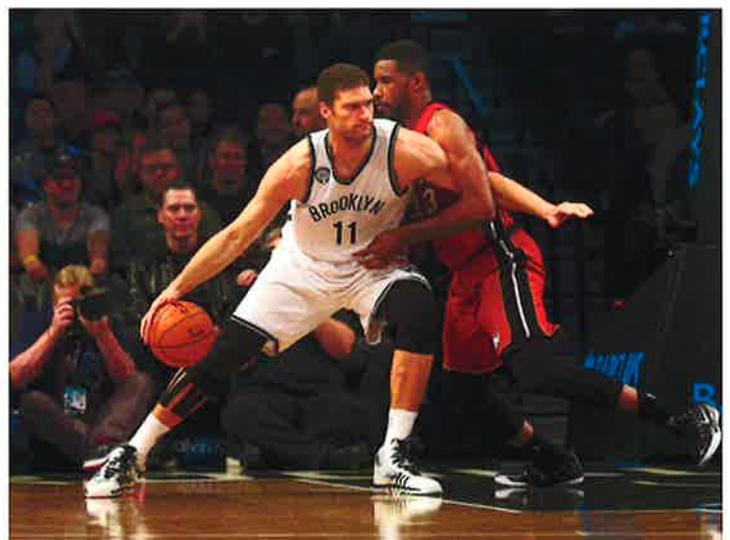
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